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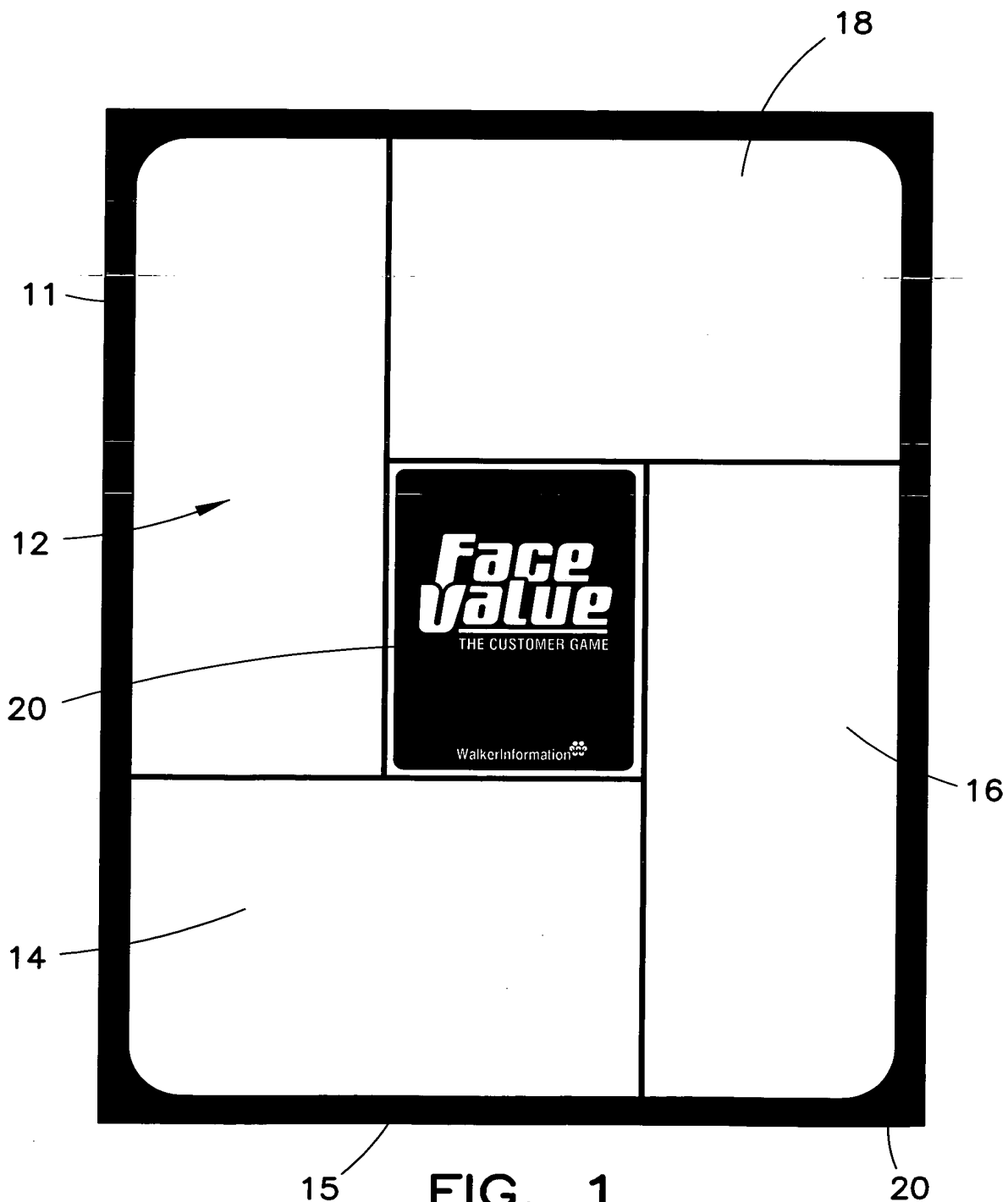


FIG. 1

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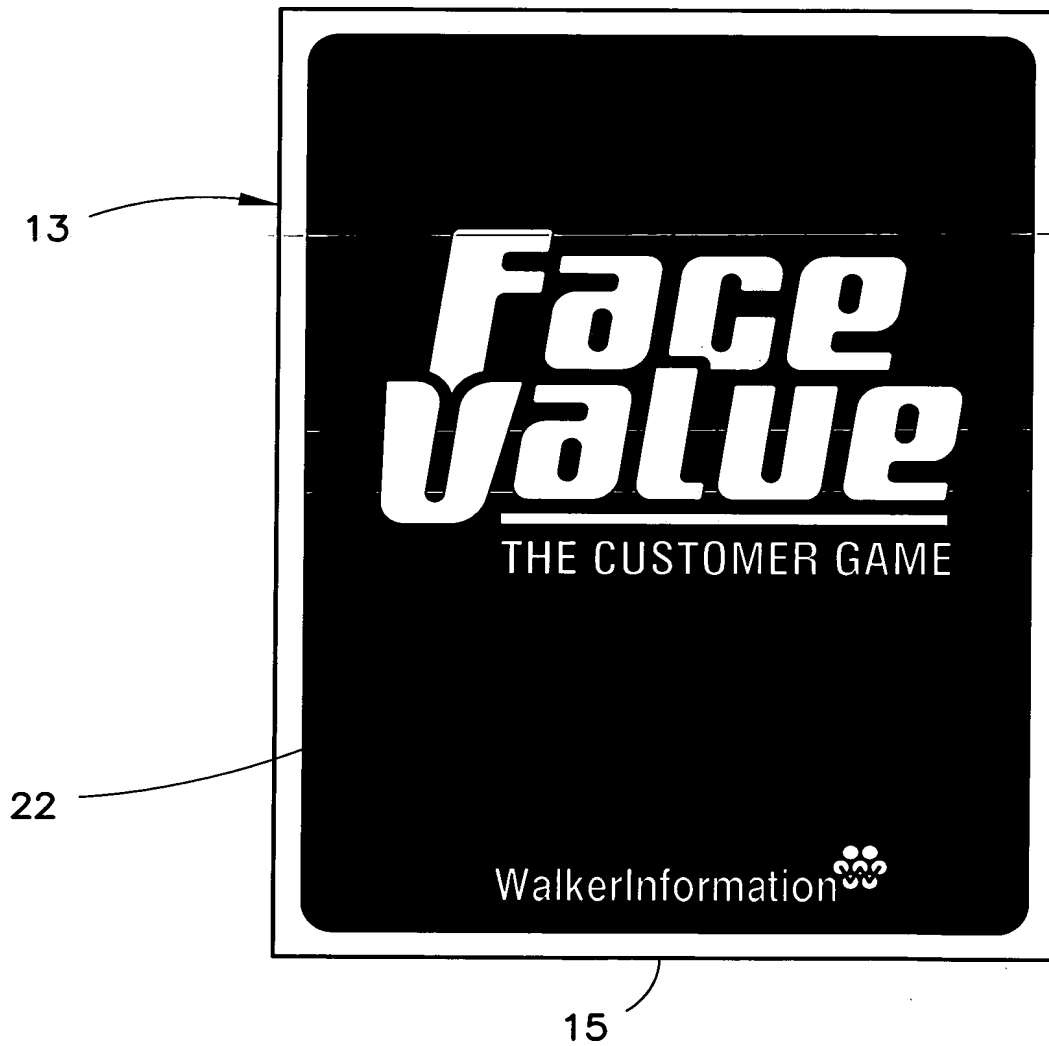


FIG. 2

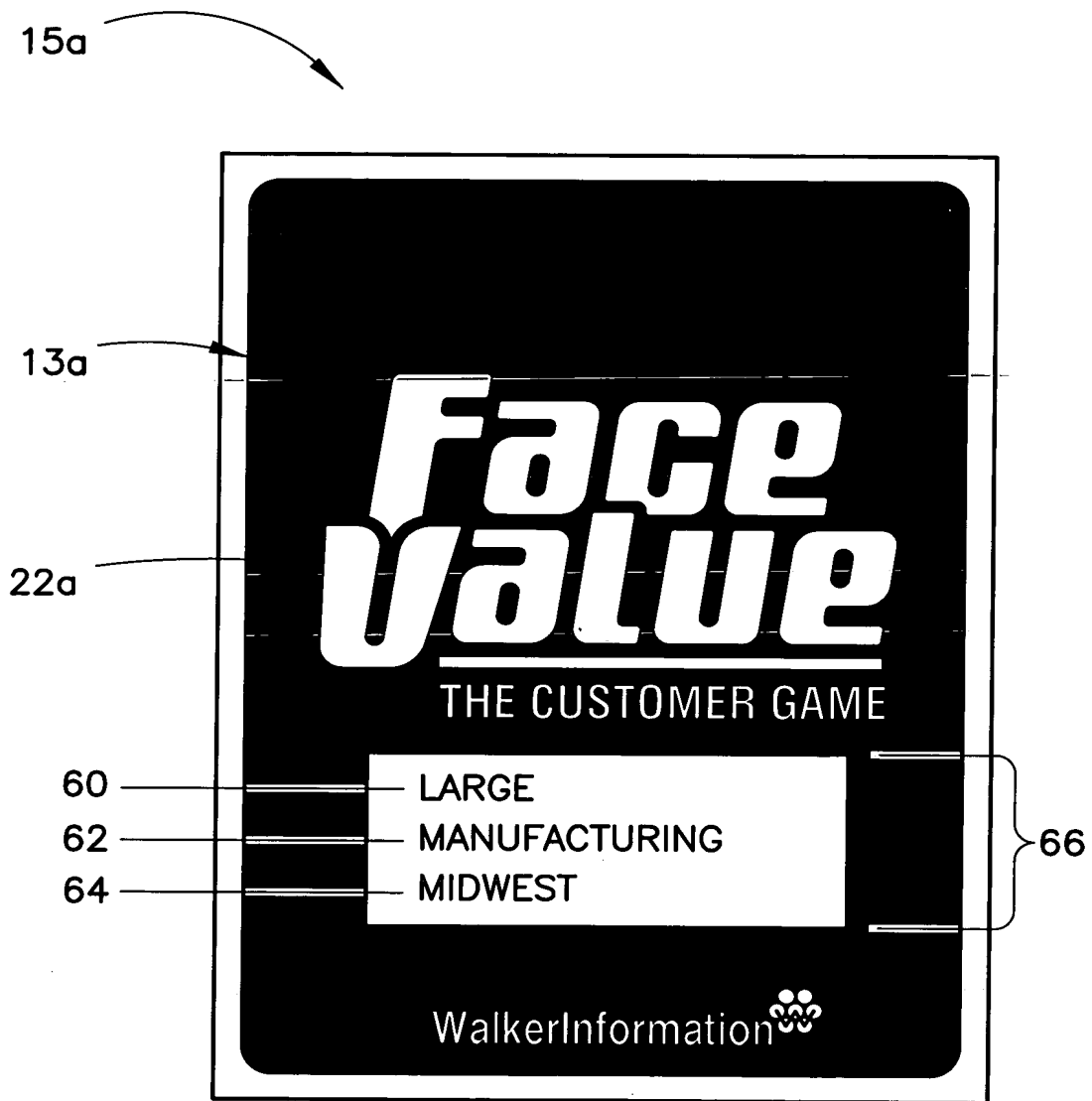


FIG. 2a

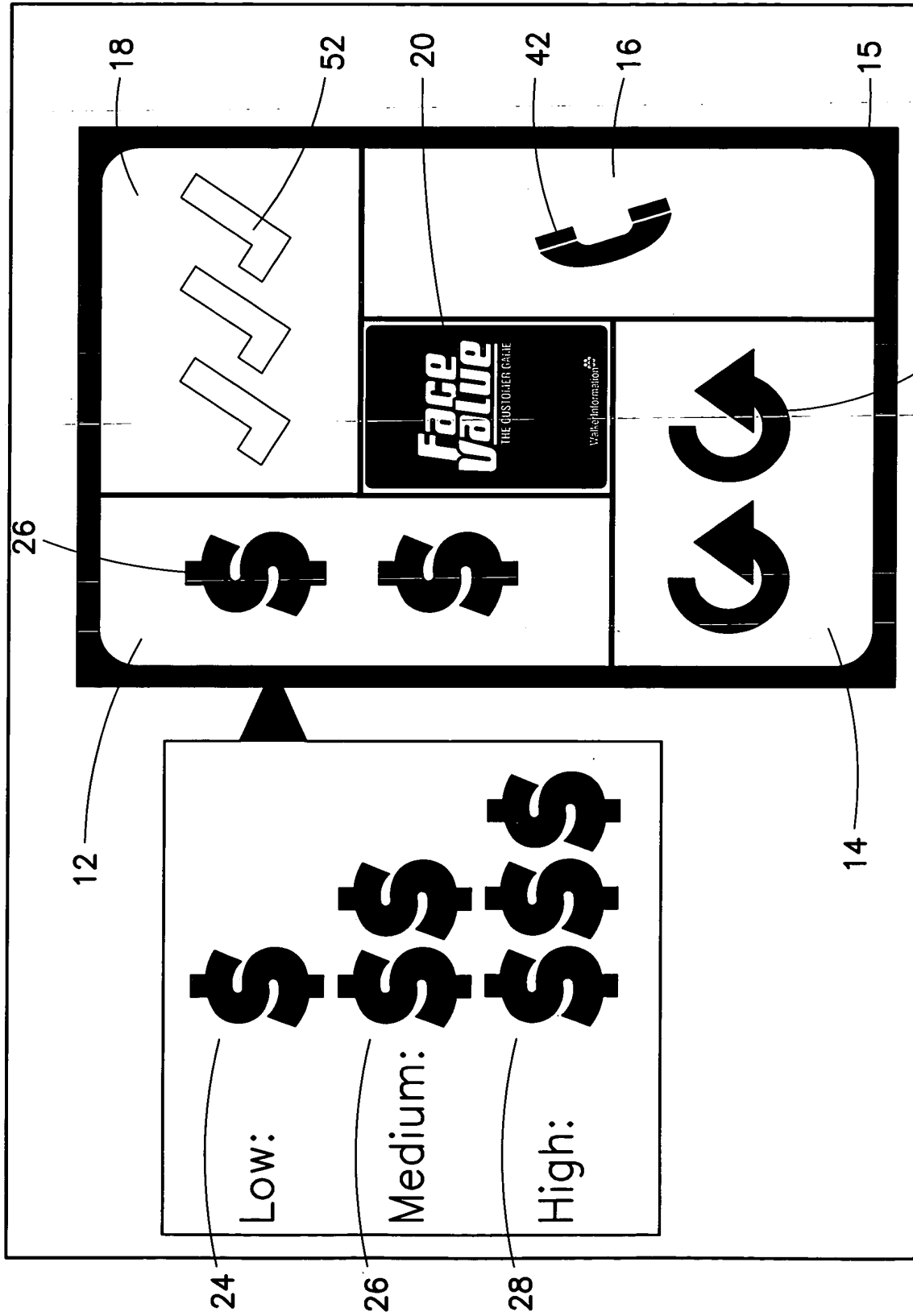
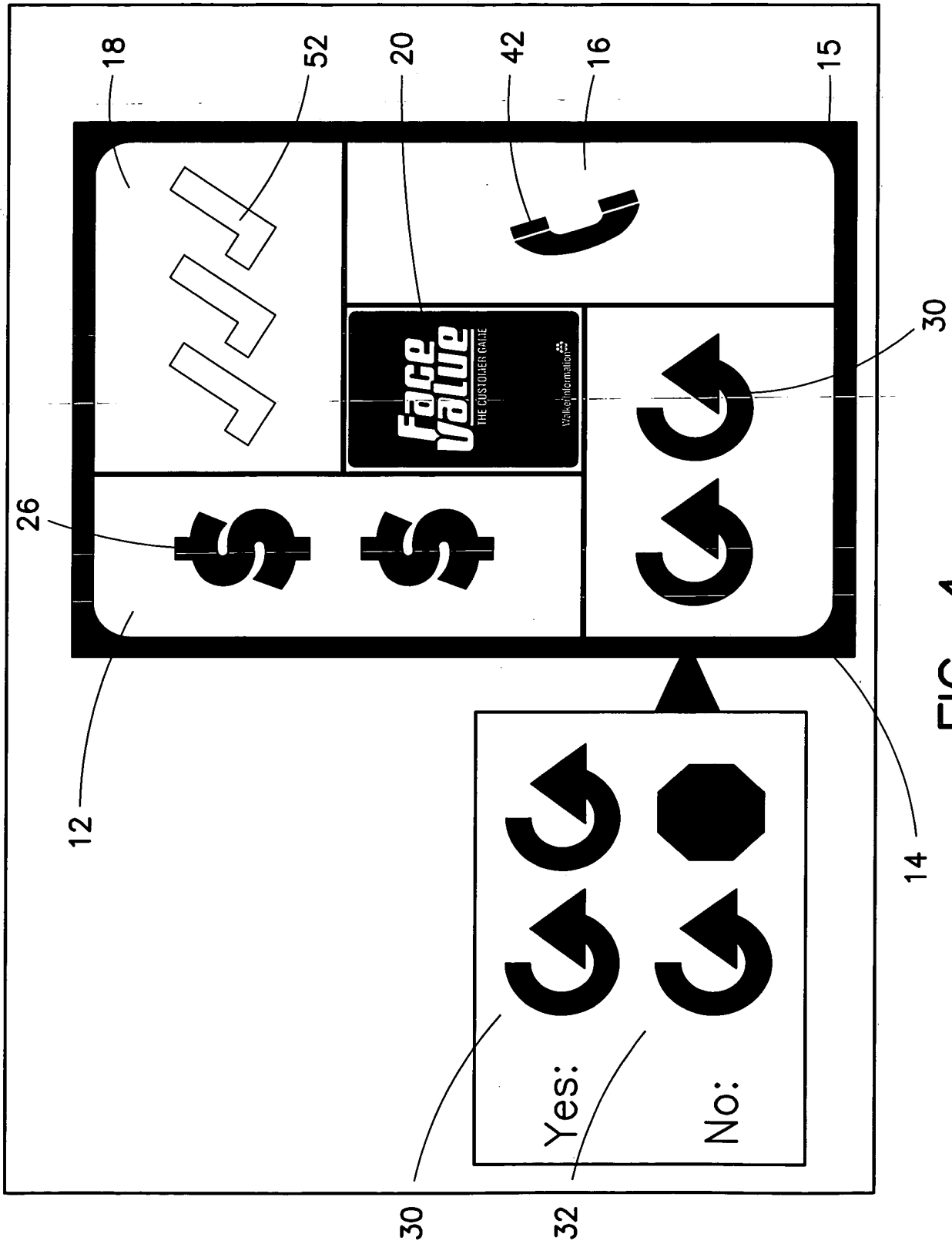


FIG. 3



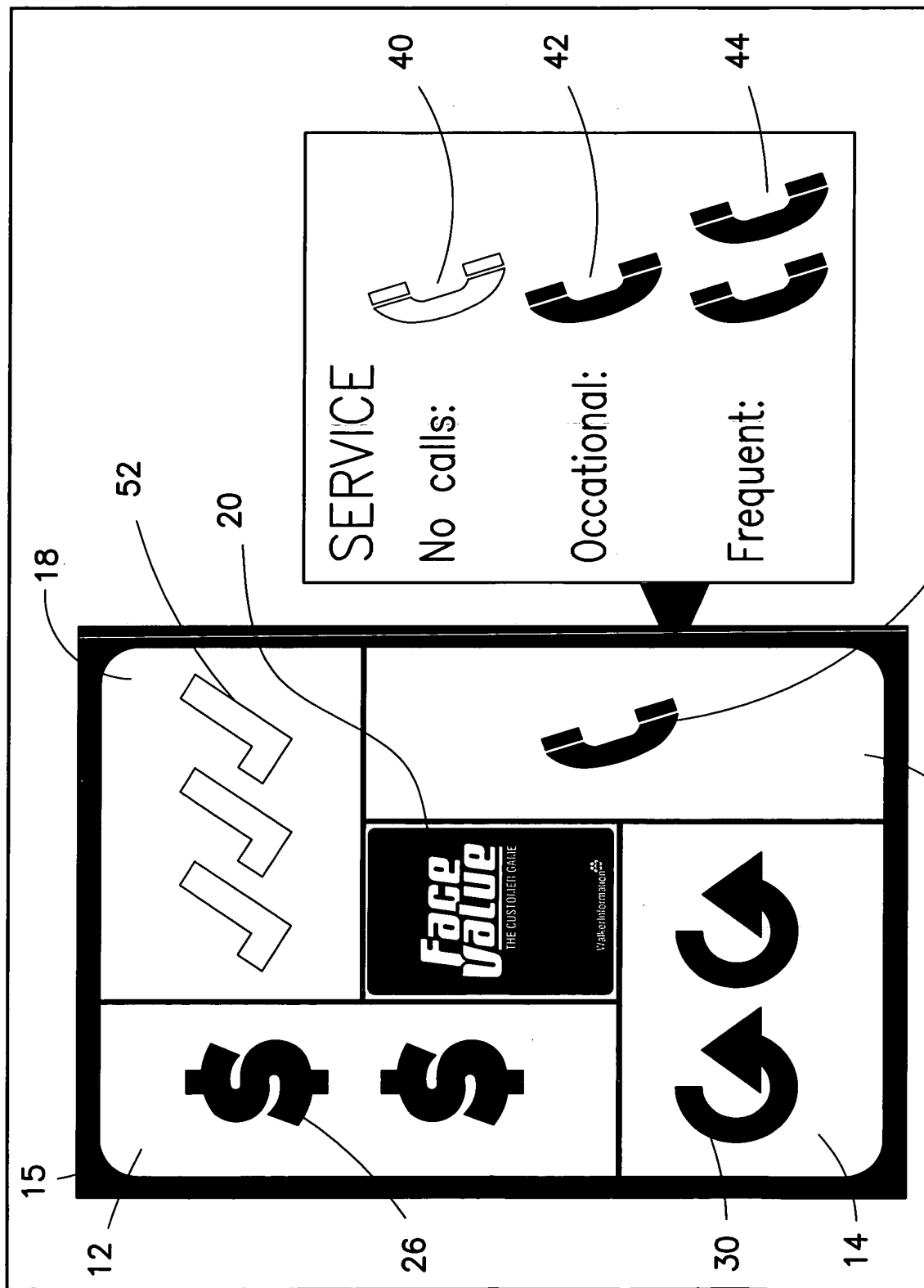


FIG. 5

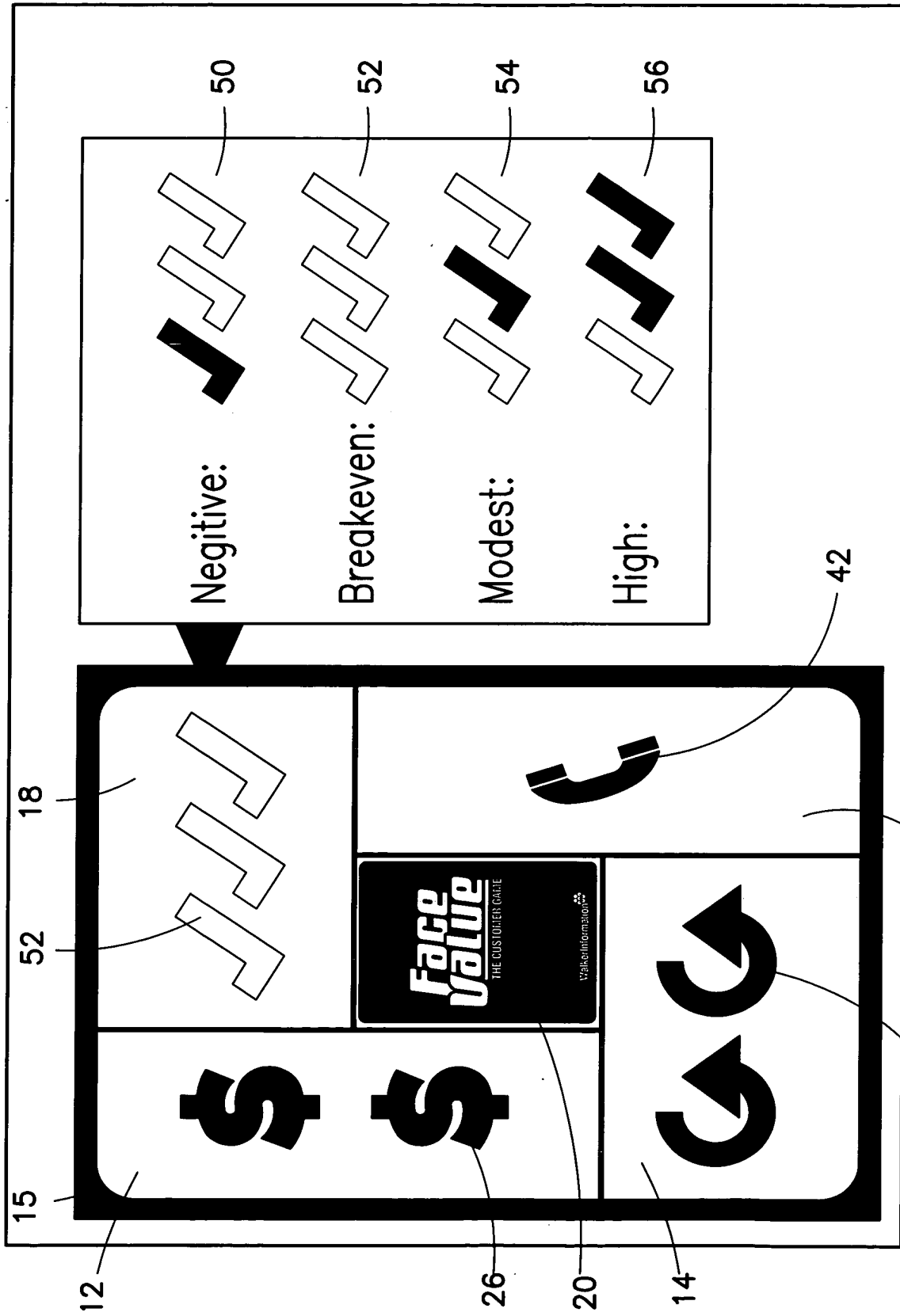


FIG. 6

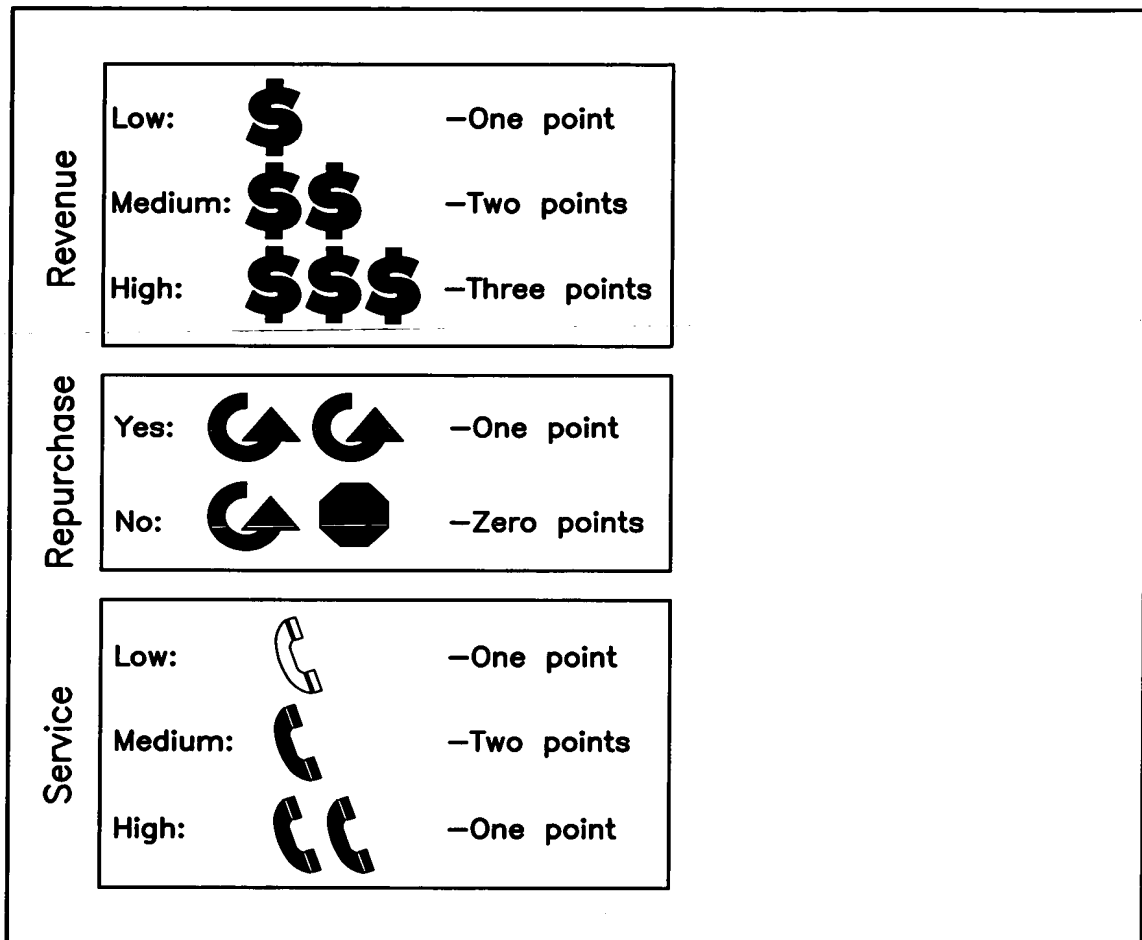


FIG. 7





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206

FaceValue
THE CUSTOMER GAME

Score Card 1

205 207 200

Player:	1	2	3	4	5		
Revenue 	<u>211</u>	<u>212</u>	<u>213</u>	<u>214</u>	<u>215</u>		
Repurchase  	<u>221</u>	<u>222</u>	<u>223</u>	<u>224</u>	<u>225</u>		
Service 	<u>231</u>	<u>232</u>	<u>233</u>	<u>234</u>	<u>235</u>		
TOTAL	<u>261</u>	<u>262</u>	<u>263</u>	<u>264</u>	<u>265</u>		<u>280</u>

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FIG. 8

306

FaceValue
THE CUSTOMER GAME

Score Card 2

305 307 300

Player:	1	2	3	4	5		
Revenue 	<u>311</u>	<u>312</u>	<u>313</u>	<u>314</u>	<u>315</u>		
Repurchase  	<u>321</u>	<u>322</u>	<u>323</u>	<u>324</u>	<u>325</u>		
Service 	<u>331</u>	<u>332</u>	<u>333</u>	<u>334</u>	<u>335</u>		
Profit   	<u>341</u>	<u>342</u>	<u>343</u>	<u>344</u>	<u>345</u>		
Loyalty 	<u>351</u>	<u>352</u>	<u>353</u>	<u>354</u>	<u>355</u>		
TOTAL	<u>361</u>	<u>362</u>	<u>363</u>	<u>364</u>	<u>365</u>		<u>380</u>

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FIG. 10

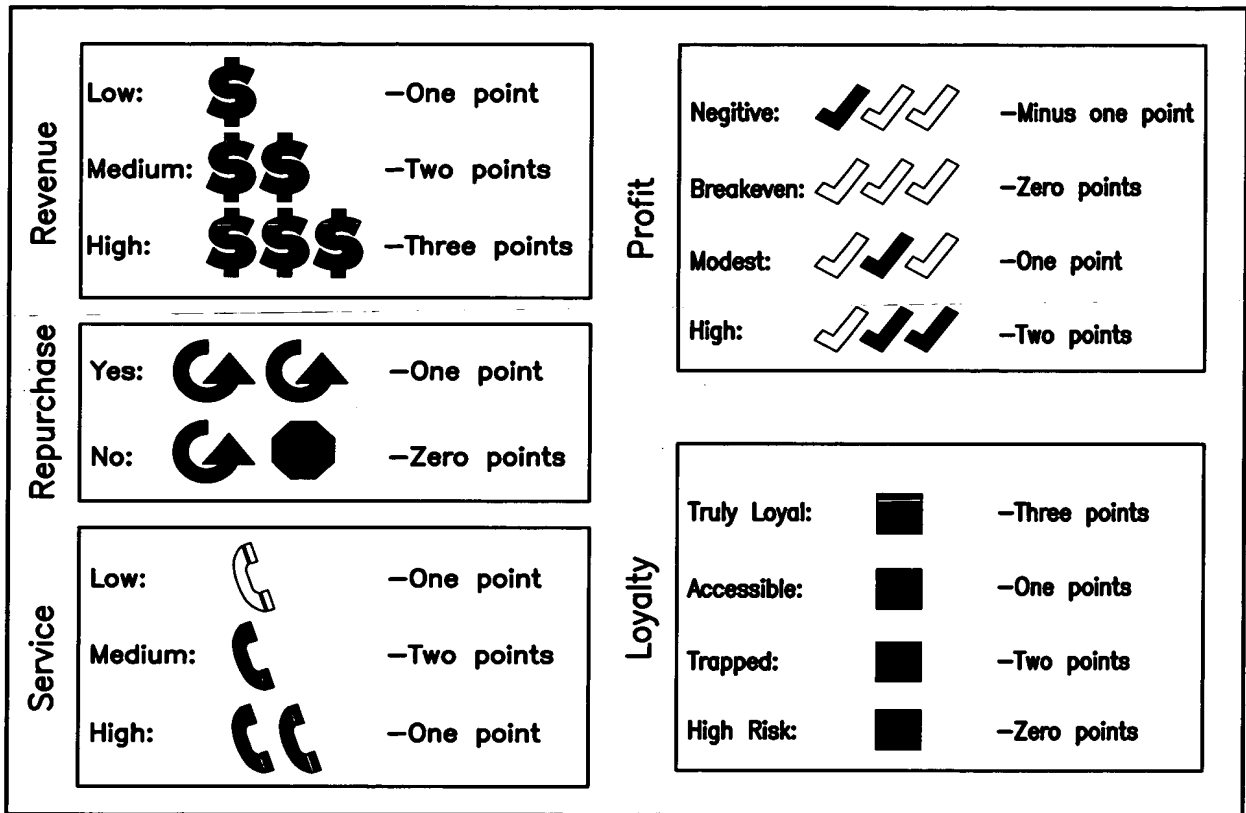


FIG. 9

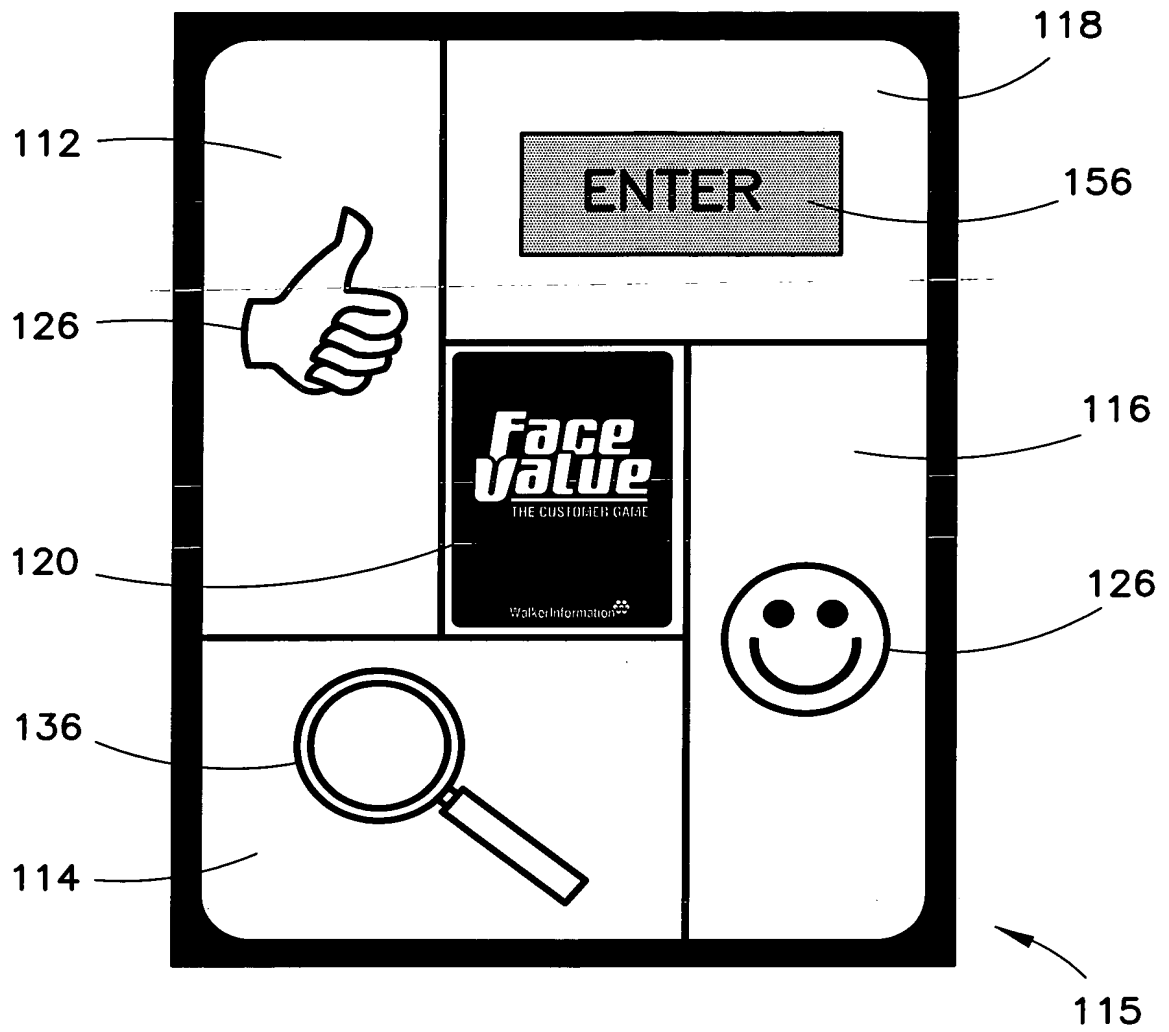


FIG. 11

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